



CALL TO CHALK ARTISTS

Application Deadline: Thursday, August 30, 2012, 5:00 P.M.

CHALK YOUR ARTWORK DOWNTOWN!

The City of El Paso's Museums and Cultural Affairs Department (MCAD) invites eligible artists to apply for consideration to create temporary works of art using chalk on downtown sidewalks as part of the fifth annual Chalk the Block Downtown Public Art Festival!

THE EVENT

On October 12-14, MCAD will host the fifth annual Chalk the Block Downtown Public Art Festival in El Paso. Attended by over 30,000 El Pasoans and tourists annually, Chalk the Block invites and promotes the participation of local and regional artists. Original works of art will be exhibited as part of a 3-day long festival. Featured highlights for 2012 include: sidewalk chalk art, performance by nationally-renowned fire and aerialist troupe Wise Fool from Santa Fe, an interactive "Seedpod" installation by artist collective Creative Machines, a site specific woven fence installation by local artist Adrian Esparza, a "Woozy Blossom" sculpture by New York artist Matthew Geller, and "Mirazozo," an immersive inflatable environment created by English collective Architects of Air. Additionally, a partnership with The Downtown Management District will create several "Pop-up Galleries", which are temporary art exhibits located in vacant storefronts in downtown El Paso.

Additional programming will cater to a variety of ages and interests, including: art vendors, live music entertainment, performance art, an interactive kid's zone, food and refreshments.

ELIGIBILITY

Participation is open to all artists (International artists must submit legal documentation to work in the U.S.). Artists must select the category for which they want to be considered when they initially submit their application. Category choices are as follows:

Arts Festival Plaza Artists (artists 18 years and older)

San Jacinto Plaza Artists (artists 18 years and older)

Sheldon Street Artists (Artists currently enrolled in High School). Arts Festival Plaza Artists and San Jacinto Plaza Artists will be designated into categories based on their placement in the jury selection process. See below for chalk space sizes. All Sheldon Street Artists must be students in High School. A selection process also applies to the student category Sheldon Street Artists.

CATEGORIES OF PARTICIPATION

(A) Arts Festival Plaza Artists Category (10'x5' space)

Up to twelve (12) artists or artist teams will be selected to participate in this category, squares in this category measure 10' x 5'. Interested artists must begin working on their chalk art Friday, October 12th from 6 p.m. to 10 p.m, to continue on Saturday, October 15th at 7 a.m. Artwork must be an original creation of the artist and must be completed by 'Chalk Down Time' on Saturday October 15th 2p.m. Artists are encouraged to have assistants to ensure their work is completed on time. To apply for this category please submit the following:

- A 1-page résumé outlining your qualifications to be an Arts Festival Plaza Artist
- An original sketch or image of your proposed chalk art
- A description and explanation of your proposed artwork
- Three (3) additional images of your past work (accompanying samples are not required to have been in chalk)

Arts Festival Plaza Artists will receive an honorarium of \$300.00 to produce their artwork and have the opportunity to compete in **The Best of Show** \$2,000 cash prize competition.

(B) San Jacinto Plaza Artist Category (6'x5' space)

Up to twenty (20) artists or artist teams will be selected to participate in this category, squares in this category measure 6' x 5'. Interested artists must work on their chalk art Saturday, October 13th at 7 a.m. Artwork must be an original creation of the artist and must be completed by 'Chalk Down Time' on Saturday October 15th at 2:00 p.m. Artists are encouraged to have assistants to ensure their work is completed on time. To apply for this category please submit the following:

- An original sketch or image of your proposed chalk art
- A description and explanation of your proposed artwork
- Three (3) additional images of your past work (accompanying samples are not required to have been in chalk)

San Jacinto Plaza Artists will receive an honorarium of \$100.00 to produce their artwork and have the opportunity to compete in **The Best of Show** \$2,000 cash prize competition. San Jacinto Plaza Artists will also have a chance to compete for the following San Jacinto Plaza Artist Award Categories:

1st Place: \$1,000.00

2nd Place: \$500.00

3rd Place: \$250.00

(C) Sheldon Street Artist Category (6'x5' space) *High School Students Only*

Up to fifteen (15) artists or artist teams will be selected to participate in this category, squares in this category measure 6' x 5'. Interested artists must be available to begin working on their chalk art Saturday, October 15th at 7 a.m. Artwork must be an original creation of the artist and must be completed by 'Chalk Down Time' on Saturday October 15th at 2:00 p.m. Artists are encouraged to have assistants to ensure their work is completed on time. To apply for this category please submit the following:

- An original sketch or image of your proposed chalk art
- A description and explanation of your proposed artwork
- Three (3) additional images of your past work (accompanying samples are not required to have been in chalk and may be submitted by different members of the team)

Sheldon Street Artists will receive an honorarium of \$50.00 to produce their artwork and have the opportunity to compete in **The Best of Show** \$2,000 cash prize competition. Students will also have a chance to compete for the

following Sheldon Street Artists Award Categories:

1st Place: \$500.00

2nd Place: \$250.00

3rd Place: \$150.00

BEST OF SHOW AWARD

All artist categories will compete for the **Best of Show Award of \$2,000.00**

ARTIST AGREEMENT

- All selected participants will be required to attend a **mandatory chalk art workshop** on Saturday, October, 6th from 10 a.m. – 12 p.m. at the El Paso Museum of History (510 N. Santa Fe Street)
- Artwork must be the original creation of the artist.
- Artwork must be appropriate for public viewing and not be of any offensive nature.
- No advertising will be permitted on your images, including words and symbols.
- No electrical appliances or equipment will be allowed onsite during chalking, including lights or sound systems
- For minors (18 years and younger) a written photography release form from parent or legal guardian will be required (form will be emailed to selected artists).
- **ONLY CHALK PASTELS IN A SOLID FORM AND/OR TECHNIQUES LEARNED AT THE WORKSHOP MAY BE USED. LIQUID PASTELS, ACRYLIC PAINTS, FIXATIVES, ETC. WILL NOT BE PERMITTED UNDER ANY CIRCUMSTANCES. IF THE ARTIST(S) INSIST ON USING PROHIBITED MATERIALS THE INDIVIDUAL(S) WILL BE HELD ACCOUNTABLE FOR PROPERTY DAMAGES AND BE RESPONSIBLE FOR CLEANING OF THE SPACE.**

HOW TO APPLY

Applications must be submitted using the Call for Entry (CAFÉ) online application system managed by the Western States Arts Federation (WESTAF). Artists will be required to create a username & password, and set up a personal account, free of charge, at www.callforentry.org. Following successful set up, all interested applicants will be granted full access to our detailed application, simply click on “Apply to Calls” and click on “City of El Paso: Call to Chalk Artists.” Your account information and images will be saved for your convenience and easy access when applying to future calls using CAFÉ.

SUBMISSION REQUIREMENTS

Please upload the following onto the CAFÉ online application system:

- **APPLICABLE TO THE “ARTS FESTIVAL PLAZA” CATEGORY ONLY:** updated resume, which outlines your qualifications to be in this category. If applying as a team, only the team leader is required to submit a resume and the application.
- **APPLICABLE TO ALL CATEGORIES:** A description and explanation of your proposed artwork. If applying as a team, only the team leader is required to submit the application.
- **APPLICABLE TO ALL CATEGORIES:** A sketch or image of your proposed artwork and three (3) additional images of your past work (those applying under the Sheldon Street Artist Category may submit sample artwork from different team members). If applying as a team, only the team leader is required to submit the application.
- Image must be sized to the following dimensions (as required by the CAFÉ online application system):
 - Dimensions: 1920 pixels horizontal and/or vertical i.e. 1920x1350
 - File Format: Baseline JPEG (do not use progressive JPEG format)

- Compression: Please size each image to be no more than 1.8 MB in file size. Larger is not necessarily better. Please discuss image preparation with a professional to determine if compression for images of artwork is needed. **Do not save JPEG images as progressive JPEG files. Progressive JPEG files will appear on the CAFÉ Web site, but will not display properly during the jury process.**
- File Name: CAFÉ will automatically rename your uploaded file

SELECTION PROCESS

Prior to the event, an appointed jury panel made up of community members and local visual artists will review artist applications and select the artists on a competitive basis to participate in Chalk the Block 2012. Artists must select the category for which they want to be considered when they initially submit their application through the CAFÉ online application system. Selected artists will be announced by September 20, 2012. On the day of the event, Saturday, October 13th, completed chalk art will be judged and prizes will be awarded to winners in several categories to include a Best of Show Award.

MATERIALS

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| • Colored Chalk (provided) | • Chalk line |
| • Chalk Board Eraser | • Measuring Tape |
| • Latex Gloves | • Rulers |
| • Knee Pads | • Sunscreen |
| • Rags | • Sun Visor or Hat |
| • Masking Tape | • Whisk Broom |

FOR MORE INFORMATION ON THIS EVENT PLEASE CONTACT:

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